

Adam Seth Pitluk

EDUCATION

- PhD Doctor of Philosophy, Journalism/Mass Communication** May 2019
University of Oklahoma
Norman, Oklahoma
Dissertation Title: *The Value of a Journalism Degree: An analysis of what newspaper editors consider when hiring journalism school graduates and what journalism school administrators consider paramount in journalism education.*
Chair: Dr. Ralph Beliveau
- MS Master of Science** May 2004
Columbia University Graduate School of Journalism
New York City, New York
Major Concentration: Magazine Reporting and Production
Minor Areas: Newspaper Reporting, Broadcast Journalism and Photojournalism
Thesis Title: *Modern Day Yenta: The Hassidic Jewish community of Crown Heights ardently follows the laws of their ancestors regarding marriage, even when they don't want to.*
Advisor: Dr. Helen Benedict
- BJ Bachelor of Journalism (1999)** May 1999
University of Missouri
Columbia, Missouri
Major: News/Editorial Journalism
Minors: English and American History (concentration on Civil War)
Cum Laude

HONORS AND AWARDS

(Compilation of individual awards and magazine awards under my executive editorship over the last 10 years. A more comprehensive list including past professional and academic awards available upon request.)

- 2010 North American Travel Journalist Association Awards, First Place: Best Portrait Steve Martin cover story October 1, 2010
- 2010 North American Travel Journalist Association Awards, First Place: Best In-Flight Magazine
- 2010 Western Publishing Association Maggie Awards, First Place: Special Themed Issue/Consumer, February 15, 2009, NBA Issue
- 2011 Houston Press Club Lone Star Awards, Second Place: Best Cover-to-Cover Magazine Layout August 15, 2010, Switzerland Issue
- 2011 Magnum Opus Awards, First Place: Best All-Around Transportation Publication

- 2011 Communication Arts Photography Annual Best Editorial Photography, (Winners are published in a glossy newsstand publication, but not ranked) Michael Stipe cover story by Adam Pitluk, April 1, 2011
- 2011 Magnum Opus Awards, First Place: Best Travel Magazine Category, Taylor Swift issue
- 2011 Magnum Opus Awards, First Place: Best Interview or Profile category, “Going Strong” feature article about health and fitness guru Jack LaLanne
- 2011 Magnum Opus Awards, First Place: Best Feature Article, “MVP” feature article about baseball player Albert Pujols
- 2011 Writers-Editors Network International Writing Competition, First Place: Nonfiction/Previously Published Category, “Stroke of (Evil) Genius” article about the Elfego Baca Shootout
- 2011 Pearl Awards, Bronze: Best Opening Spread, Starry Nights feature (from May 15, 2011)
- 2011 Ozzie Award (Folio Awards), First Place (Gold): Best Use of Typography in a Consumer Magazine, May 1, 2011 “Stogie King”
- 2011 North American Travel Journalists Association, In-Flight Magazine, First Place, *American Way* (Australia issue, cover story written by Adam Pitluk): Local Lifestyle, First Place, “Hidden Charms,” *American Way*: Byline Travel Column – Greater than 250,000 Circulation, First Place, “Emergency Mariachis,” *American Way*: Sports and Recreation, Second Place, “Stroke of (Evil) Genius,” *American Way*: Portrait/People, Second Place, “Life and How to Live It,” *American Way* (cover story on R.E.M.’s Michael Stipe was written by Adam Pitluk)
- *Graphis*, the magazine of international visual communications, named *American Way*'s Dec. 15, 2010 Robert Plant feature, “The Reinventor” as a Gold Winner as part of the “100 Best in Design for 2012.”
- 2012 Canada's Northern Lights Awards, *American Way*, Second Place, “The Enduring Island” about Nova Scotia.
- 2012 Western Publishing Association Maggie Awards, *American Way*, Best Travel & In-Transit Publication/Consumer: also won Most Improved Publication/Consumer & Trade
- 2012 Magnum Opus Awards, GOLD: Best Feature Article: “The Fight of Their Lives” from 9/15/2011 issue: GOLD: Best Feature Design: “Stogie King” from the 5/1/2011 issue: SILVER: Best Use of Photography: “Disappearing Delis” from the 7/1/2011 issue: SILVER: Best Special Topic Issue: Golf issue from 9/1/2011
- 2012 International APEX Awards, First Place Award of Excellence: June 15, 2011, issue featuring Richmond, Virginia: Grand Award given for writing, for the “Americana” column
- 2012 North American Travel Journalists Association (NATJA): Historical Travel, Silver: Adam Pitluk, “A River's Gonna Flow ‘Cross the Land,” *American Way*
- 2013 APEX Content Marketing Awards: Best Magazine Design/Layout and Best Regular Department/Column (Adam Pitluk’s “Editor’s Note”)
- 2013 Apex Award, Best Signed Editorial, “And Know They Love You,” By Adam Pitluk

- 2014 APEX Content Marketing Awards: Grand Award for Feature Writing, “The Power of Love,” Adam Pitluk
- 2015 Folio Eddie Awards: Best Feature Story, “Dave Grohl: It Started With A Spark,” by Adam Pitluk
- 2015 North American Travel Journalists Association (NATJA): Personality or Profile, Finalist, Adam Pitluk, “Picking on Nashville,” *Celebrated Living*
- 2015 North American Travel Journalists Association (NATJA): Personality or Profile, Finalist, Adam Pitluk, “Love Is All There Is,” *American Way*
- 2016 Western Publishing Association: Best Signed Column or Editorial, Finalist, Adam Pitluk, “Story Of A Life,” *American Way*
- 2016 North American Travel Journalists Association (NATJA): GRAND PRIZE, Best Editorial Travel Writer of 2016
- 2016 North American Travel Journalists Association (NATJA): Best Column Greater Than 250,000 Circulation, GOLD, Adam Pitluk, “Father and Son,” *American Way*
- 2016 North American Travel Journalists Association (NATJA): Best Column Greater Than 250,000 Circulation, Finalist, Adam Pitluk, “In the Spirit of Crazy Horse,” *American Way*
- 2016 North American Travel Journalists Association (NATJA): Best Personality/Profile, GOLD, Adam Pitluk, “Oh Hello, Mr. Soul,” *American Way*
- 2016 North American Travel Journalists Association (NATJA): Best Special Focus Travel Article, GOLD, Adam Pitluk, “Now I’m Running Down the Road,” *American Way*
- 2016 North American Travel Journalists Association (NATJA): Best Sports/Recreation/Adventure Article, GOLD, Adam Pitluk, “Wayne’s World,” *American Way*
- 2017 Society of Professional Journalists (SPJ), WINNER, Region 8 Best College Magazine (Adam Pitluk, faculty adviser), *Mayborn, University of North Texas*
- 2017 Content Marketing Council Apex Winner, *Renovator* magazine, (Adam Pitluk, Founder and CEO, Midwest Luxury Publishing)
- 2017 AEJMC Bronze Winner, Best College Magazine (Adam Pitluk, faculty magazine adviser), *Mayborn, University of North Texas*
- 2017 Barbara Jordan Award for Excellence, Presented by Texas Governor Greg Abbott, “Reading, Writing, and Assessment: Researchers are on the verge of finding an early dyslexia diagnosis,” *The Dallas Morning News*
- 2018 North American Travel Journalists Association (NATJA): Best Travel Story, SILVER, Adam Pitluk, “A Definitive Guide to the Best Macarons in Paris,” *Town & Country*
- 2018 The Provost’s Certificate of Distinction in Teaching (recognized as being in the Top 10 percent of graduate student teachers at OU), University of Oklahoma
- 2018 Content Marketing Council Apex Winner, *Surveyor* magazine, (Adam Pitluk, Founder and CEO, Groom Lake Media)
- 2019 North American Travel Journalists Association (NATJA): Best Visitor’s Guide, SILVER, *Surveyor* magazine, (Adam Pitluk, Founder and CEO, Groom Lake Media)

- 2019 North American Travel Journalists Association (NATJA): Best Travel Magazine, BRONZE, *Hook & Barrel* magazine, (Adam Pitluk, Founder and CEO, Midwest Luxury Publishing)

TEACHING EXPERIENCE

University of Oklahoma, Norman, OK Graduate Student Teacher

Aug 2016 to May 2019

- Taught senior-level course of magazine production. Received The Provost's Certificate of Distinction in Teaching for being in the Top 10 percent of graduate student teachers at OU based on student evaluations.
- Teaching Assistant for Multimedia Newsgathering and Reporting

University of North Texas, Denton, TX Adjunct Professor

Aug 2012 to May 2016

- Taught one senior-level course of magazine production and one graduate-level course of magazine production.
- One course was responsible for reporting, writing, photographing and producing *Denton Live* magazine, the official magazine of the Denton, Texas, Convention and Visitor's Bureau twice a year (readership: 200,000). In my first year as the professor, the magazine underwent a full-blown redesign and editorial shift.
- Starting in Spring 2016, I taught the class responsible for outputting *Mayborn* magazine.

University of Texas at Arlington, Arlington, TX Adjunct Professor/ Faculty Magazine Advisor

Aug 2003 to May 2006

- Taught four classes as a full-time adjunct professor in the School of Journalism and Communications (two introduction to mass media courses, an advanced reporting course, and an advanced copy editing course).
- First (and only) faculty magazine adviser for the first-ever student magazine at UTA, *Renegade*.
- In only four years of existence (cut from university budget in 2004), *Renegade* won every magazine award in Texas collegiate magazine journalism competitions, and it won the highest award in the country for college periodicals (Society of Professional Journalists [SPJ] Best College Magazine award, presented by Barbara Walters at a special ceremony at the Waldorf in New York City). I was responsible for all aspects, from naming the magazine to designing the positions, recruiting and hiring a staff, and teaching them magazine journalism from the ground up (there wasn't a magazine class offered at UTA, let alone a magazine department).

PROFESSIONAL EXPERIENCE

Founder/CEO, Midwest Luxury Publishing & Groom Lake Media (April 2017-Present)
www.midwestluxurypublishing.com & www.groomlakemedia.com

Executive Director, Collin College (April 2017—Present): Collin County, Texas, is the fastest growing county in the country. As the Executive Director of all five Collin College campuses, my responsibilities are generating synergies with the hundreds of county-based companies, from *Fortune* 100 companies to mom-and-pop operations, and extending offerings of skills training, certificate training, and continuing education training. Part of my responsibilities are generating Corporate College revenue, which was in excess of \$1 MM in 2018.

Editor, *Dallas Morning News*, Dallas (October 2016—April 2017): As the Contributors Networks Editor, I was responsible for cultivating, curating and writing stories across all genres for both the print edition of the *Dallas Morning News*, as well as for their website, dallasnews.com. Part of my responsibilities were to work with all the universities in the state, as well as the University of Oklahoma, and edit and publish the work of their faculty members.

Executive Director, American Airlines Publishing, Fort Worth (May 2006—October 2016):

As the Executive Director of AAP, I was the editorial director and publisher of the three in-flight titles of American Airlines: *Celebrated Living*, the quarterly premium cabin and Admirals Club magazine (readership: 6 million, international); *Nexos*, the semi-monthly Spanish and Portuguese language magazine (readership: 9 million, international); and I am most known for being the Executive Editor/Editor-in-Chief of monthly flagship magazine, *American Way* (16 million readers, international). I was responsible for all aspects of all three magazines, from story selection to writer assignment, production, art selection, and layout. When I became the editor of *American Way*, AA was the world's largest airline, but they were in last place regarding readership numbers of all the legacy carriers, according to independent MRI tracking. During my tenure, *American Way* became the industry's most-read and most-decorated in-flight magazine.

Senior Editor, Southwest Airlines' *Spirit* magazine, Dallas (Nov. 2004—May 2006):

When I began my position with *Spirit*, the magazine of Southwest Airlines was actually published by American Airlines Publishing. While employed, the magazine was outsourced to Pace Communications out of Greensboro, N.C. I was the only employee retained by Pace, and I was charged with not only launching the new *Spirit* magazine, but I was tasked with opening the new Dallas satellite office and of helping to hire the staff. I left to become the editor of American Airlines' *American Way*.

Reporter, *Time* magazine, New York/Dallas (Jan. 2001—May 2006):

When I began my career with *Time*, I was a Dallas bureau reporter, covering regional news, business, society and arts stories. When I moved to New York, I had the same responsibilities, but on a national level. I worked on numerous stories that went on to win national awards, including a National Magazine Award for my work on *Time*'s Hurricane Katrina package (I was the first reporter to make it into New Orleans with the military, as I was embedded with the Fourth Infantry Division of the US Army and I covered their search and rescue mission) and I rode out Hurricane Rita with Task Force Bowie of the Texas National Guard from an armory outside of Houston. Other milestones included being the first

reporter to cover the Haditha killings in Iraq, Q&A with Dwayne Wade after becoming the MVP of the 2006 NBA Finals, and Basketball Coach Bobby Knight after becoming the all-time winningest coach in NCAA history.

Reporter, *People* magazine, New York (Oct. 2003—Oct. 2005):

I contributed to many stories in my time at *People* (I was working for *People* simultaneously while working for *Time* magazine as an AOL/TimeWarner contractor). My primary responsibility at *People* was as an entertainment reporter. I covered all celebrity events, from charity fundraisers to movie and album releases, and I interviewed the most prominent names in entertainment. I also was instrumental in *People*'s coverage of the 2004 presidential campaign between George W. Bush and John Kerry.

Features Editor, *Boys' Life* magazine, Irving, Texas (Nov. 2001—Nov. 2002):

As the features editor of the official magazine of the Boy Scouts of American, I was responsible for assigning, editing and writing feature stories for their flagship title, *Boys' Life*.

Staff Writer, Village Voice Media, St. Louis/Dallas/Miami (Sept. 1999—Nov. 2001):

I worked as an investigative reporter and features writer for the *Riverfront Times* (St. Louis), *Dallas Observer* and the *Broward/Palm Beach New Times*, all of which were absorbed under the Village Voice Media umbrella. As a successful staff writer for the company, I was transferred three times to other papers in the chain when they needed help fostering and communicating an impactful message with digestible prose. My very first cover story for the *Riverfront Times*, titled "Dammed To Eternity" (1999) later became the subject of my second book, *Damned To Eternity* (2007). My second cover story, "Knockdown" (2000) later became the subject of my first book, *Standing Eight* (2006).

Reporter, Court TV.com, New York (Nov. 2000—May 2001):

My primary responsibilities were to report gavel-to-gavel coverage of trials that were airing on Court TV. In addition to television work, my stories appeared on the website, www.CourtTv.com. My work was most notable as being the main source of courtroom information during former Green Bay Packer Mark Chmura's alleged rape trial (he was acquitted and gave me his first interview).

Assistant Editor, *P.O.V.* magazine, New York (May 1999—Sept. 1999):

P.O.V. was a men's business and lifestyle magazine that formed two years earlier. I wrote articles for the editorial department and coordinated fashion shoots. The magazine folded while I was employed.

Reporter, *Columbia Missourian*, Columbia, Missouri (Sept. 1997—May 1999):

While an undergraduate journalism student at the University of Missouri, I wrote for the city's morning newspaper, the *Columbia Missourian*, which was housed in the School of Journalism. I covered local and state government as a beat reporter and I worked the copy desk, where I copy edited stories and wrote headlines and captions.

Screenplay Reader, Mutual Film Company, Los Angeles (May 1998—Aug. 1998): This was a highly coveted, paid summer internship that had me reading screenplays for Mutual Film Company and recommending/rejecting them. One of the more memorable screenplays that I recommended, *The Patriot* (2000), starring Mel Gibson and Heath Ledger, went on to make \$110 million at the box office.

Reporter, BUZZ magazine, Los Angeles (May 1997 – Aug. 1997): *BUZZ* was a Los Angeles entertainment magazine, competing against *Los Angeles* magazine. I was an entertainment reporter charged with covering the club and music scenes. The magazine folded while I was employed.

PUBLICATIONS

Over 1,000 professional published articles in various mainstream media outlets are available upon request.

Books

Pitluk, Adam (2006). *Standing Eight: The Inspiring Story of Jesus “El Matador” Chavez, Lightweight Champion of the World*. Da Capo Press, Cambridge, MA

(from the book jacket: “Boxing, the meanest sport, has always been forced to draw its gladiators from the ranks of the poor and the disadvantaged. Jesus Chavez is a classic example. The hurdles he had to endure to become a champion are manifold. Adam Pitluk tells his story with equal parts devotion and distance, so Chavez emerges as a boxer we can honestly root for.” –Frank Deford, NPR commentator and senior correspondent on *HBO Real Sports with Bryant Gumbel*.)

Pitluk, Adam (2007). *Damned To Eternity: The Story of the Man Who They Said Caused the Flood*. Da Capo Press, Cambridge, MA

(from the book jacket: “Vivid and deeply researched, Adam Pitluk’s *Damned To Eternity* has a surging, fast-paced, you-are-there quality, like a ride on the floodwaters of the mighty Mississippi herself. *The Perfect Storm* meets *Law and Order*. A gripping read.” –Mike Sager, bestselling author and editor-at-large for *Esquire*.)

Journals

Pitluk, A. (2018). *A Glance Backwards is Growth: By recognizing where metropolitan daily newspapers came from over the last 30 years, a strategic business model for the future can be proposed*. Athens Journal of Mass Media and Communications.

Conference Papers

Pitluk, A. (2018). *Your Best and Your Brightest: A qualitative study of what newspaper and magazine hiring managers look for when hiring journalism school graduates*. Paper presented to the Southwest Education Council for Journalism and Mass Communication annual conference in Denver, Colorado.

Pitluk, A. (2018). *A Glance Backwards is Growth: By recognizing where metropolitan daily newspapers came from over the last 30 years, a strategic business model for the future can be proposed*. Paper presented to the Journalism and Media Division at the 2018 annual conference of Athens Institute for Education and Research, Athens, Greece.

Kim, N. & Pitluk, A. (2018). *Effect of interactive infographics on online newsreaders' cognitive news processing*. Paper presented to the Communication and Technology Division at the 2018 annual meeting of the International Communication Association, Prague, Czech Republic.

Kim, N. & Pitluk, A. (2019). *Cognitive and Affective Processing of Interactive Infographics on the Web*. Paper presented to the Communication Technology Division at the 2019 annual meeting of AEJMC in Toronto, Canada.

PRESENTATIONS AND INVITED LECTURES

- 2009—2013 Travel Classics West, Scottsdale, Ariz., featured speaker
- 2010 George T. Delacorte Magazine Lecturer, Columbia University Graduate School of Journalism, New York City
- 2011—2013 North American Travel Journalists Association featured speaker, Los Angeles (2011), Las Vegas (2012), Shreveport, La. (2013, co-keynote speaker with actor Andrew McCarthy)
- 2012 *New York Times* Travel Show, featured speaker, New York City
- 2012—2013 Bulldog Reporter in-flight editor's panel, Los Angeles
- 2013 Travel Classics International, featured speaker, County Cork, Ireland
- 2013 Travel Writers International, keynote speaker, Banff, Canada
- 2014 Travel Classics, featured speaker, Scottsdale, Arizona
- 2016 Society of American Travel Writers, featured speaker, Lake Charles, Louisiana
- 2016 Western Publishing Association Awards judge, Los Angeles
- 2017 Society of American Travel Writers, featured speaker, Mackinac Island, Michigan
- 2017 Travel Classics, featured speaker, Tucson, Arizona
- 2018 Athens Institute for Education and Research, featured speaker, Athens, Greece
- 2018 World Conference on Media and Mass Communication, Bangkok, Thailand
- 2018 ICA 68th Annual Conference, Prague, Czech Republic
- 2018 SWECJMC Annual Conference, Denver, Colorado
- 2018 Travel Classics West, featured speaker, Phoenix, Arizona
- More than 50 national television appearances
- More than 100 radio interviews/podcasts discussing investigative reporting techniques and my books
- One movie appearance

PROFESSIONAL AFFILIATIONS

North American Travel Journalists Association, 2010-Present

Athens Institute for Education and Research, 2017-Present

Association for Education in Journalism and Mass Communication, 2018

COMMUNITY SERVICE

Community Movers

Volunteer Meals on Wheels Delivery, Dallas, Texas, 2017-2018

Collin County Community College

Seniors Active in Living (S.A.L.E.) Teaching Volunteer, Plano Texas, 2017-2018

LANGUAGES

English: Native Language

French: Intermediate Listener, Speaker, Reading and Writing

REFERENCES

Industry and Academic References Available Upon Request